

**What is claimed is:**

1. A method for sending content, said method comprising the steps of:

storing a request for delivery of the content in a content delivery list, the delivery request being provided by a user and including a delivery validity period representing a period during which the delivery of the content is accepted and an address of an addressee of the content;

extracting the delivery request within the delivery validity period from the content delivery list; and

delivering the content based on the extracted delivery request.

2. A method for sending content, said method comprising the steps of:

storing a request for delivery of the content in a content delivery list, the delivery request being provided by a user and including a delivery validity period representing a period during which the delivery of the content is accepted, an address of an addressee of the content and a content attribute representing an attribute of the content;

extracting the delivery request within the delivery validity period from the content delivery list;

selecting content conforming to the content attribute included in the extracted delivery request from a content management database stored with the content; and

delivering the selected content based on the extracted delivery request.

3. A method for sending content, said method comprising the steps of:

storing a request for delivery of the content in a content delivery list, the delivery request being provided by a user and including a delivery validity period representing a period during which the delivery of the content is accepted, an address of an addressee of the content, a content attribute representing an attribute of the content and a content identifying information comprised of an arbitrary character string;

extracting the delivery request within the delivery validity period;

selecting content conforming to the content attribute included in the extracted delivery request from a content management database stored with the content;

generating transmit data including the content and the content identifying information added to the content; and

delivering the transmit data based on the extracted delivery request.

4. The method of claim 3, wherein the content attribute includes at least one of a type of content representing either a category or a genre of the content, a data format of the content, a maximum amount of data on the content and information about a billing form.

5. The method of claim 3, wherein the step of generating the transmit data comprises the step of generating an e-mail including the content in a body of the e-mail and the content identifying information in a subject header of the e-mail.

6. The method of claim 4, wherein in the step of generating the transmit data, advertising content is added to the content according to the information about the billing form that is included in the content attribute.

7. The method of claims 1, wherein in the step of extracting the delivery request, the delivery request past the delivery validity period is deleted from the content delivery list.

8. The method of claims 2, wherein in the step of extracting the delivery request, the delivery request past the delivery validity period is deleted from the content delivery list.

9. The method of claims 3, wherein in the step of extracting the delivery request, the delivery request past the delivery validity period is deleted from the content delivery list.

10. A method for receiving content, said method comprising the steps of:

updating an awaiting content list by storing awaiting content information in the awaiting content list, the awaiting content information including a delivery validity period that is previously registered with a distributor requested to deliver the content and represents a period during which the delivery of the content is accepted, and an address of the distributor requested to deliver the content; and

extracting only receive data conforming to the given conditions for selection of the content that are stored in the awaiting content list.

11. The method of claim 10, further comprising the step of sending a request for delivery of the content to the distributor requested to deliver the content, the delivery request including the delivery validity period, an address of an addressee of the content and a content attribute representing an attribute of the content.

12. The method of claim 11, wherein in the step of sending the delivery request, the delivery request further including a content identifying information comprised of an arbitrary character string to be added to the content to be delivered is sent, and in the step of updating the awaiting content list, the awaiting content information further including the content identifying information is stored in the awaiting content list.

13. The method of claim 12, wherein the receive data is an e-mail including the content in a body of the e-mail and the content identifying information in a subject header of the e-mail.

14. The method of claim 13, wherein the conditions for selection of the content are a condition that an address of a sender of the received e-mail coincides with the address of the distributor requested to deliver the content, a condition that the character string entered in the subject header of the received e-mail coincides with the content identifying information and a condition that a date and time when the received e-mail is received is one of within and outside the delivery validity period.

15. The method of claim 13, wherein the conditions for selection of the content are a condition that an address of a sender of the received e-mail coincides with the address of the distributor requested to deliver the content, a condition that the character string entered in the subject header of the received e-mail coincides with the content identifying information and a condition that a date and time when the received e-mail is sent is one of within and outside the delivery validity period.

16. A program product for causing a computer to perform the method of storing a request for delivery of the content in a content delivery list, the delivery request being provided by a user and including a delivery validity period representing a period during which the delivery of the content is accepted and an

delivering the transmit data based on the extracted delivery request.

19. A program product for causing a computer to perform the method of updating an awaiting content list by storing awaiting content information in the awaiting content list, the awaiting content information including a delivery validity period that is previously registered with a distributor requested to deliver the content and represents a period during which the delivery of the content is accepted, and an address of the distributor requested to deliver the content; and

extracting only receive data conforming to the given conditions for selection of the content that are stored in the awaiting content list.

20. A program product for causing a computer to perform the method of the step of sending a request for delivery of the content to the distributor requested to deliver the content, the delivery request including the delivery validity period, an address of an addressee of the content and a content attribute representing an attribute of the content.

21. A program product for causing a computer to perform the method of the step of sending the delivery request, the delivery request further including a content identifying information comprised of an arbitrary character string to be added to the content to be delivered is sent, and in the step of updating the awaiting content list, the awaiting content information further including the content identifying information is stored in the awaiting content list.

22. A program product for causing a computer to perform a process of reading an e-mail, a process of sending and receiving the e-mail and the method of updating an awaiting content list by storing awaiting content information in the awaiting content list, the awaiting content information including a delivery validity period that is previously registered with a distributor requested to deliver the content and represents a period during which the delivery of the content is accepted, and an address of the distributor requested to deliver the content; and

extracting only receive data conforming to the given conditions for selection of the content that are stored in the awaiting content list.

23. A program product for causing a computer to perform a process of reading an e-mail, a process of sending and receiving the e-mail and the method of the step of sending a request for delivery of the content to the distributor requested to deliver the content, the delivery request including the delivery validity period, an address of an addressee of the content and a content attribute representing an

attribute of the content.

24. A program product for causing a computer to perform a process of reading an e-mail, a process of sending and receiving the e-mail and the method of the step of sending the delivery request, the delivery request further including a content identifying information comprised of an arbitrary character string to be added to the content to be delivered is sent, and in the step of updating the awaiting content list, the awaiting content information further including the content identifying information is stored in the awaiting content list.

25. A computer-readable recording medium recording a program for causing a computer to perform the method of storing a request for delivery of the content in a content delivery list, the delivery request being provided by a user and including a delivery validity period representing a period during which the delivery of the content is accepted and an address of an addressee of the content;

extracting the delivery request within the delivery validity period from the content delivery list; and

delivering the content based on the extracted delivery request.

26. A computer-readable recording medium recording a program for causing a computer to perform the method of storing a request for delivery of the content in a content delivery list, the delivery request being provided by a user and including a delivery validity period representing a period during which the delivery of the content is accepted, an address of an addressee of the content and a content attribute representing an attribute of the content;

extracting the delivery request within the delivery validity period from the content delivery list;

selecting content conforming to the content attribute included in the extracted delivery request from a content management database stored with the content; and

delivering the selected content based on the extracted delivery request.

27. A computer-readable recording medium recording a program for causing a computer to perform the method of storing a request for delivery of the content in a content delivery list, the delivery request being provided by a user and

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including a delivery validity period representing a period during which the delivery of the content is accepted, an address of an addressee of the content, a content attribute representing an attribute of the content and a content identifying information comprised of an arbitrary character string;

extracting the delivery request within the delivery validity period;

selecting content conforming to the content attribute included in the extracted delivery request from a content management database stored with the content;

generating transmit data including the content and the content identifying information added to the content; and

delivering the transmit data based on the extracted delivery request.

28. A computer-readable recording medium recording a program for causing a computer to perform the method of updating an awaiting content list by storing awaiting content information in the awaiting content list, the awaiting content information including a delivery validity period that is previously registered with a distributor requested to deliver the content and represents a period during which the delivery of the content is accepted, and an address of the distributor requested to deliver the content; and

extracting only receive data conforming to the given conditions for selection of the content that are stored in the awaiting content list.

29. A computer-readable recording medium recording a program for causing a computer to perform the method of the step of sending a request for delivery of the content to the distributor requested to deliver the content, the delivery request including the delivery validity period, an address of an addressee of the content and a content attribute representing an attribute of the content.

30. A computer-readable recording medium recording a program for causing a computer to perform the method of the step of sending the delivery request, the delivery request further including a content identifying information comprised of an arbitrary character string to be added to the content to be delivered is sent, and in the step of updating the awaiting content list, the awaiting content information further including the content identifying information is stored in the awaiting content list.

31. A computer-readable recording medium recording a program for causing a computer to perform a process of reading an e-mail, a process of sending and receiving the e-mail and the method of updating an awaiting content list by storing awaiting content information in the awaiting content list, the awaiting content information including a delivery validity period that is previously registered with a distributor requested to deliver the content and represents a period during which the delivery of the content is accepted, and an address of the distributor requested to deliver the content; and

extracting only receive data conforming to the given conditions for selection of the content that are stored in the awaiting content list.

32. A computer-readable recording medium recording a program for causing a computer to perform a process of reading an e-mail, a process of sending and receiving the e-mail and the method of the step of sending a request for delivery of the content to the distributor requested to deliver the content, the delivery request including the delivery validity period, an address of an addressee of the content and a content attribute representing an attribute of the content.

33. A computer-readable recording medium recording a program for causing a computer to perform a process of reading an e-mail, a process of sending and receiving the e-mail and the method of the step of sending the delivery request, the delivery request further including a content identifying information comprised of an arbitrary character string to be added to the content to be delivered is sent, and in the step of updating the awaiting content list, the awaiting content information further including the content identifying information is stored in the awaiting content list.

34. A content distribution server comprising:

a delivery request registration unit for storing a request for delivery of content in a content delivery list, said delivery request including a delivery validity period representing a period during which the delivery of said content is accepted and an address of an addressee of said content; and

a content delivery unit for extracting said delivery request within said delivery validity period from said content delivery list and delivering said content based on said extracted delivery request.

35. The server of claim 34, further comprising:

40. A content delivery system comprising the server of claim 34, the receiving terminal of claim 39 and a content provision server providing content.